TECHNOLOGY AREA TEMPLATE

DEFINITION

Name	Requested Personalization
Description	Process that permits individuals and businesses to personalize government interactions by allowing them to select changes to web page presentation, layout, or navigation.
Rationale	Promotes use of e-government for the delivery of information and services by providing a means for individuals and businesses to identify and easily obtain information or services that are most important to them.
Benefits	□ Makes individuals and businesses feel welcome □ Allows individuals and businesses to obtain information or services in a timely manner □ Increases use of e-government for delivery of information and services

ASSOCIATED ARCHITECTURE LEVELS

Specify the Domain Name	Privacy
Specify the Discipline Name	Personalization

KEYWORDS

List Keywords	Personal, Personalization, Customize, Change Content, Change Layout

ASSOCIATED COMPLIANCE COMPONENTS

List the Compliance Component Names	Requested Personalization Guidelines

ASSOCIATED PRODUCT COMPONENTS

List the Product Component Names	None at this time

CURRENT STATUS

Provide the Current Status	☐ *In Development* ☐ *Under Review* ☒ *Approved* ☐ *Rejected*

AUDIT TRAIL

Creation Date	02/08/2005	*Date Approved / Rejected*	5/10/05
Reason for Rejection			
Last Date Reviewed		*Last Date Updated*	04-18-05
Reason for Update			